

9th International Conference for Cultural Tourism in Europe
**INTANGIBLE HERITAGE:
INCOMPARABLE ASSET FOR SUSTAINABLE AND RESPONSIBLE
TOURISM DEVELOPMENT**
23 - 24 September 2016, Guimaraes, Portugal

**Commoditization of Intangible Cultural Heritage in Georgian
Mountainous Regions: The Positive and Negative Effects**

Maia Meladze PhD, Associated Professor

Ketevan Shoshiashvili PhD, Associated Professor

Caucasus International University



- * The desire of visitors to experience the 'real' culture has brought into question the authenticity of the tourist experience. In some developing world locations the provision of cultural artifacts and performances has become packaged for convenient consumption by visitors. Such commoditization has contributed to challenges concerning the authenticity of the tourist experience.
- * The commoditization has led to pseudo-events that share the following characteristics: they are planned rather than spontaneous; they are designed to be performed to order, at times that are convenient for tourists; and they hold at best an ambiguous relationship to real elements on which they are based.

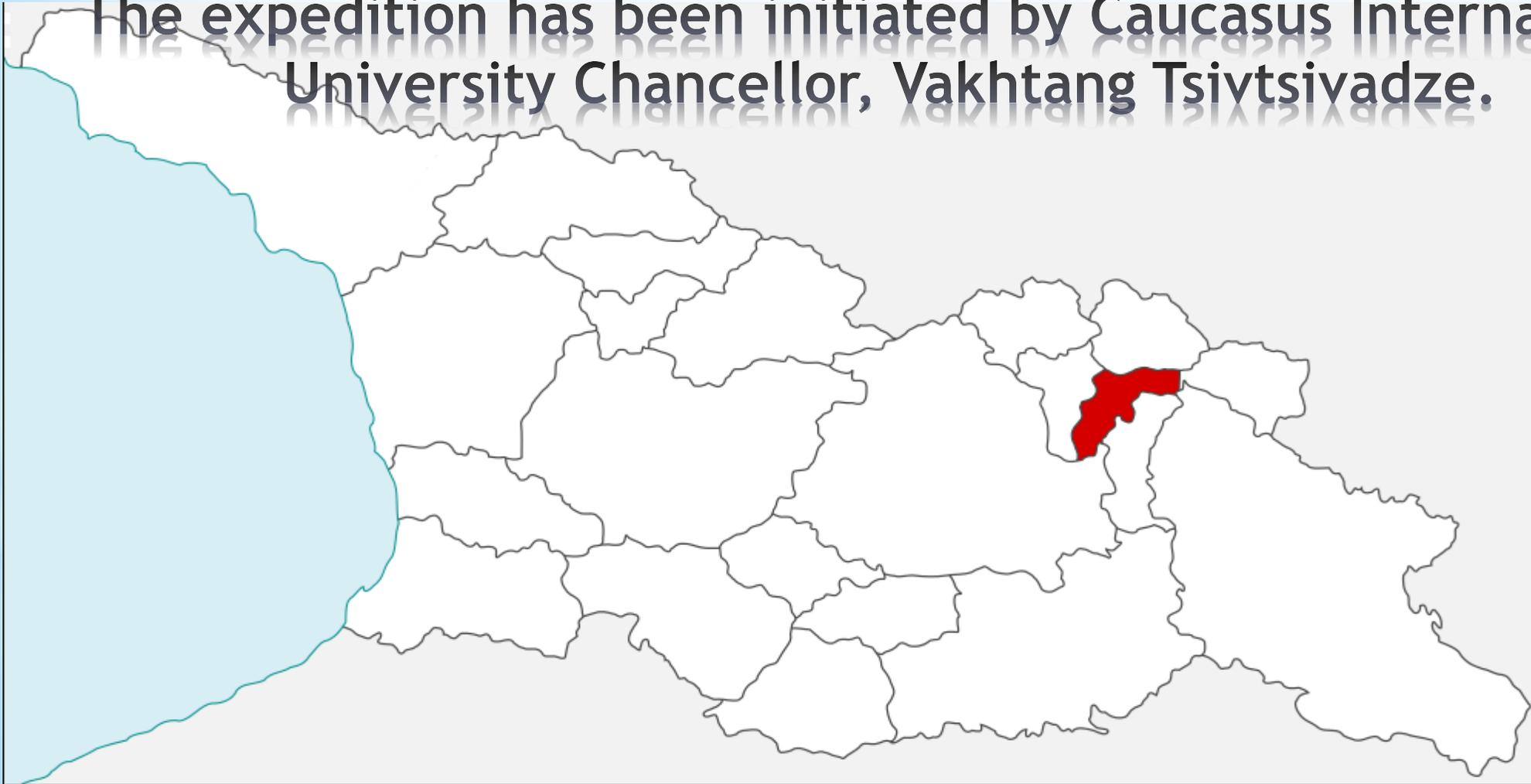
* Introduction

Caucasus International University, Tbilisi, Georgia 10-Day Expedition in Pshavi: 25 July - 4 August, 2016



Caucasus International University, Tbilisi, Georgia 10-Day Expedition in Pshavi - Mountainous Region

The expedition has been initiated by Caucasus International University Chancellor, Vakhtang Tsivtsivadze.





Caucasus
International
University
10-Day Expedition in
Pshayi
Gometsari





Caucasus International
University
10-Day Expedition in Pshavi

GOMETSA

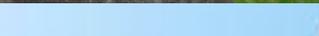


Caucasus
International
University
10-Day Expedition
in Pshavi

GOGOLAURTA



MUKHO - places of worship and cemetery



Caucasus International University 10-Day Expedition in Pshavi - MUKHO



Caucasus
International
University
10-Day Expedition
in Pshavi





Caucasus International
University
10-Day Expedition in
Pshayi

UDZILURTA

Caucasus International University 10-Day Expedition in Pshayi

UDZILAURTA “Iremtkalooba”



“The eagle of the Georgian poetry”.

Every year in July Georgia celebrated **Vazhaoba**, an event dedicated to **Vazha-Pshavela**, an outstanding Georgian poet and writer. He was born in 1861 in the village of Chargali, in Pshavi. He lived in Chargali and worked like other peasants. In particular, he plowed the land, took care of the cattle and hunted. Vazha was highly appreciated and respected by the mountain people.

His unique poems and tales were created during the long winter nights in Pshavi. Vazha discovered and understood the secret of the nature as none of the Georgian writers managed.



“yazhaoba”

Vazha-Pshavela (ვაჟა-ფშაველა) 1861-1915
In the best of his epic compositions, Vazha-Pshavela deals powerfully with the problems raised by the interaction of the individual with society, of humankind with the natural world of human love with love of country.





“yazhaoba”

Every year Vazhaoba is celebrated in Chargali Village. On this day, Vazha's poems, rhymes and tales are read, folk dances are performed and contest in wrestling is held in the yard of his house.





“yazhaoba”

ვაჟაობა



“yazhaoba” Fencing - ვეჭნაობა



“vazhaoba”

Hosting with home made beer





Handicrafts offering



Vazha Pshavela T shirts for everyone . There is a huge selection of unique, Vazha Pshavela tees (we're talking about millions of cool-looking designs printed on T-shirts for women, men and children). With so many, it's simple to find that one-of-a-kind tee that expresses your personality. There are shirts in different styles, color, and sizes. It is easy to customize and design your own custom Vazha Pshavela shirts!





Thank
you!